

ABSTRACT OF THE DISCLOSURE

A method and an apparatus for providing various advertisements via a network, such as the Internet. The method includes receiving an advertisement from a sponsor and/or advertising agent, providing the advertisement to a user, calculating an advertisement commission according to the advertisement provided to the user; and demanding the advertisement commission from a sponsor and/or advertising agent. An access commission is calculated and demanded from a sponsor and/or advertising agent, when the user links to an advertisement-related site by means of the advertisement. The apparatus includes a storage device and a processor coupled to the storage device. The storage device stores a program for controlling the processor and the processor is operative with the program to receive the advertisement from a sponsor and/or advertising agent, provide the advertisement to a user, calculate an advertisement commission according to the advertisement provided to the user, and demand the advertisement from a sponsor and/or advertising agent. The processor operates with the program to calculate an access commission and demand the access commission for the sponsor and/or the advertising agent, when the user links to an advertisement-related site by means of the advertisement.